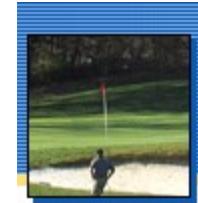




# U.S. Army 2005 MWR Leisure Needs Survey



**233<sup>rd</sup> BSB - Darmstadt  
Germany**

**CALIBER**  
an ICF Consulting Company

# BRIEFING OUTLINE

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## □ LEISURE NEEDS SURVEY

- Project Overview
- Methodology
- Patron Sample
- Products

## □ SURVEY RESULTS

- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

## □ NEXT STEPS

# PROJECT OVERVIEW

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## MWR STRATEGIC BUSINESS PLANNING MODEL

### COMPONENTS

Analyzing and forecasting the external environment

Analyzing programs and markets

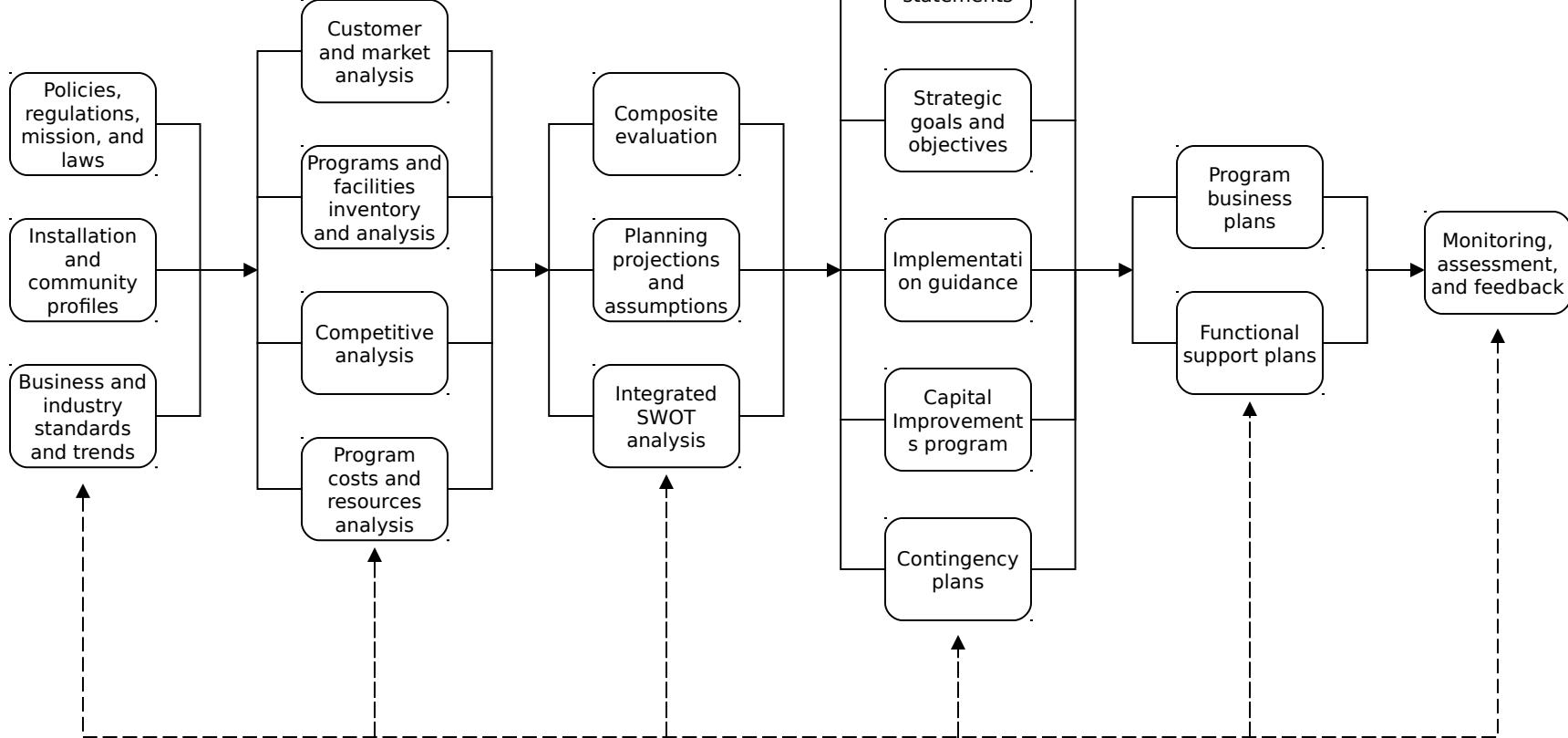
Developing alternatives

Formulating the strategic business plan

Formulating operational business plans

Monitoring and evaluating plan implementation

ELEMENTS



# METHODOLOGY

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## I PROJECT SCOPE

- 92 sites were surveyed in 2005
  - Northeast (21 sites)
  - Northwest (10 sites)
  - Southeast (13 sites)
  - Southwest (14 sites)
  - Europe (20 sites)
  - Korea (9 sites)
  - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
  - Active Duty Soldiers
  - Spouses of Active Duty Soldiers (CONUS only)
  - DA Civilians
  - Retirees (CONUS only)
- 1,347 surveys were distributed at 233<sup>rd</sup> BSB - Darmstadt



## I SURVEY ADMINISTRATION

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues

# METHODOLOGY

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## □ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

# METHODOLOGY

233<sup>rd</sup> BSB - Darmstadt

## I SURVEY SAMPLE

- Four population segments
  - Active Duty
  - Spouses of Active Duty (CONUS only)
  - Civilian Employees
  - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate</u> *	<u>Confidence Interval</u> **
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	±.43%
233 <sup>rd</sup> BSB - Darmstadt:					
Active Duty	4,011	1,082	284	26.25%	±5.61%
Spouses of Active Duty	N/A	N/A	N/A	N/A	N/A
Civilian Employees	579	265	85	32.08%	±9.82%
Retirees	N/A	N/A	N/A	N/A	N/A
<b>Total</b>	<b>4,590</b>	<b>1,347</b>	<b>369</b>	<b>27.39%</b>	<b>±4.89%</b>

\* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

\*\*A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym.

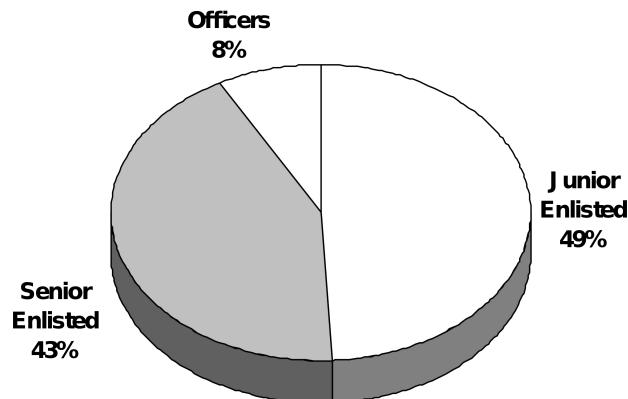
# PATRON SAMPLE\*

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## RESPONDENT POPULATION SEGMENTS

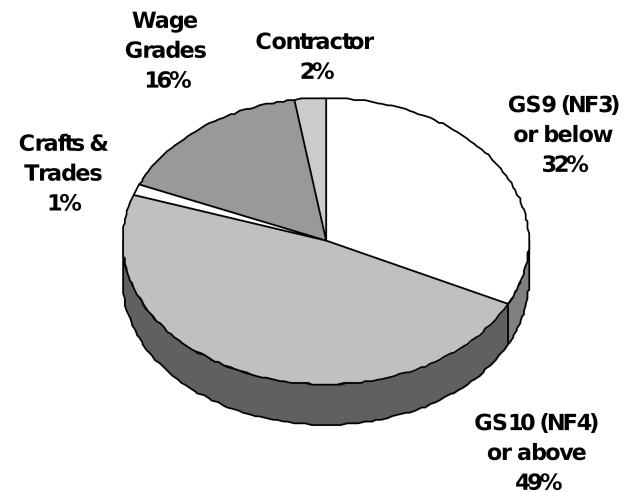
### ACTIVE DUTY

(n = 271)



### CIVILIANS

(n = 81)



\*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

# PRODUCTS

233<sup>rd</sup> BSB - Darmstadt

## □ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

## □ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

# MWR PROGRAMS & FACILITIES: USAGE AT 233<sup>rd</sup> BSB - DARMSTADT

233<sup>rd</sup> BSB - Darmstadt

## MOST FREQUENTLY USED FACILITIES

Fitness Center/Gymnasium	80%
Bowling Center	61%
Library	56%
Bowling Food & Beverage	54%
Athletic Fields	45%

## LEAST FREQUENTLY USED FACILITIES

School Age Services	11%
Youth Center	12%
Child Development Center	13%
BOSS	18%
Multipurpose Sports/Tennis Courts	19%

# MWR PROGRAMS & FACILITIES: SATISFACTION AT 233<sup>rd</sup> BSB - DARMSTADT\*

233<sup>rd</sup> BSB - Darmstadt

## FACILITIES WITH HIGHEST SATISFACTION RATINGS\*

Arts & Crafts Center	4.19
Bowling Center	4.15
Fitness Center/Gymnasium	4.11
Outdoor Recreation Center	4.06
Library	4.01

## FACILITIES WITH LOWEST SATISFACTION RATINGS\*

Army Lodging	3.68
Multipurpose Sports/Tennis Courts	3.80
Post Picnic Area	3.81
Bowling Food & Beverage	3.84
School Age Services	3.87

\*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

# MWR PROGRAMS & FACILITIES: QUALITY AT 233<sup>rd</sup> BSB - DARMSTADT\*

233<sup>rd</sup> BSB - Darmstadt

## FACILITIES WITH HIGHEST QUALITY RATINGS\*

Arts & Crafts Center	4.11
Library	3.97
Bowling Center	3.96
Youth Center	3.90
BOSS	3.90

## FACILITIES WITH LOWEST QUALITY RATINGS\*

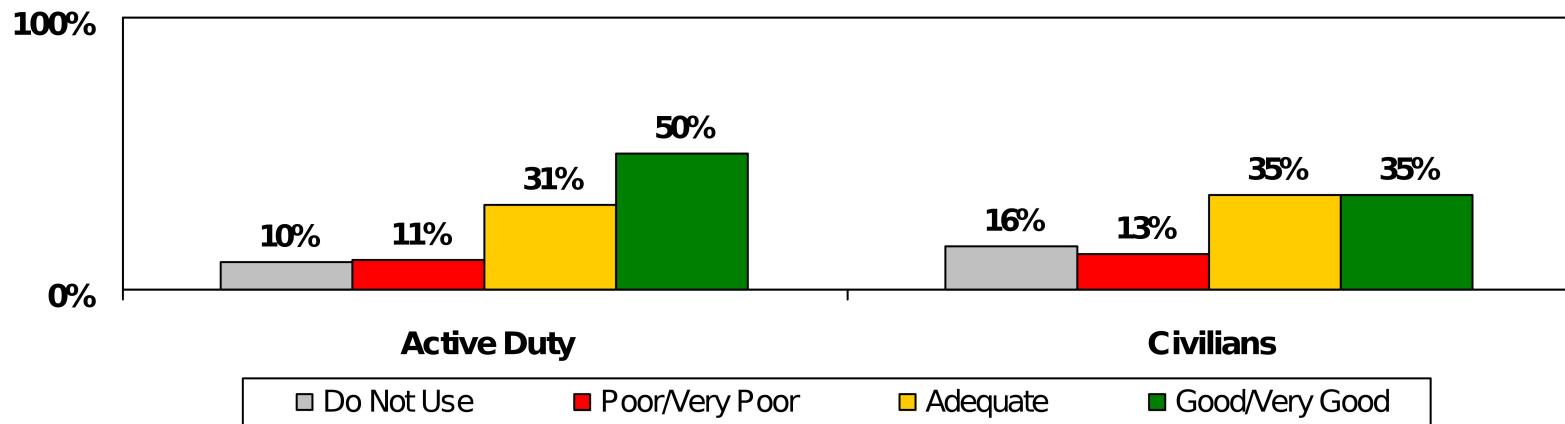
Army Lodging	3.47
School Age Services	3.69
Post Picnic Area	3.73
Athletic Fields	3.74
Car Wash	3.76

\*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

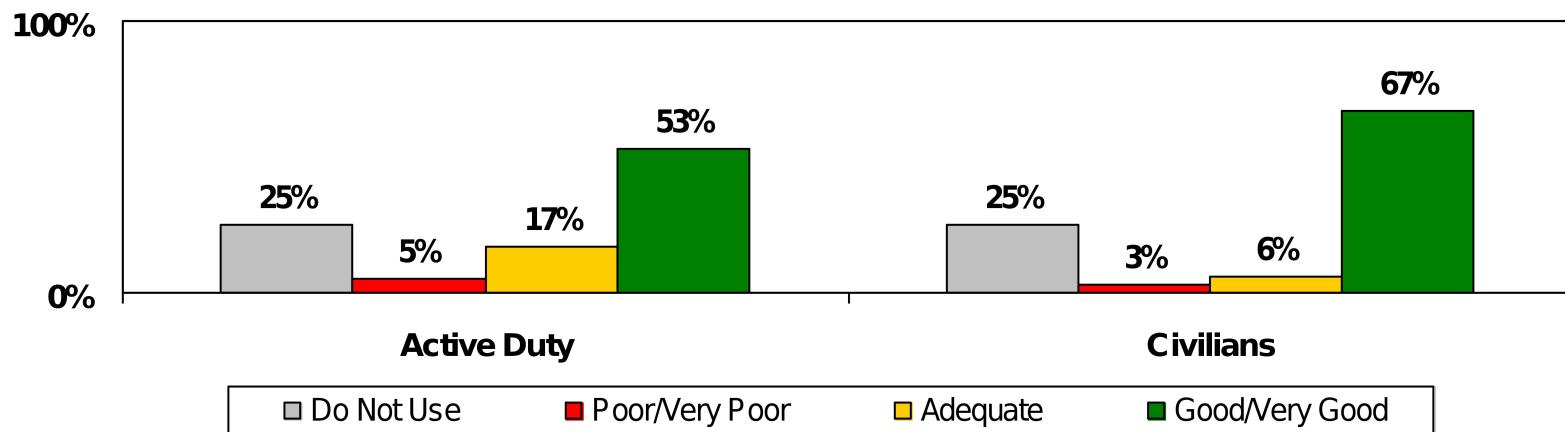
# MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

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## Quality of On-Post Services



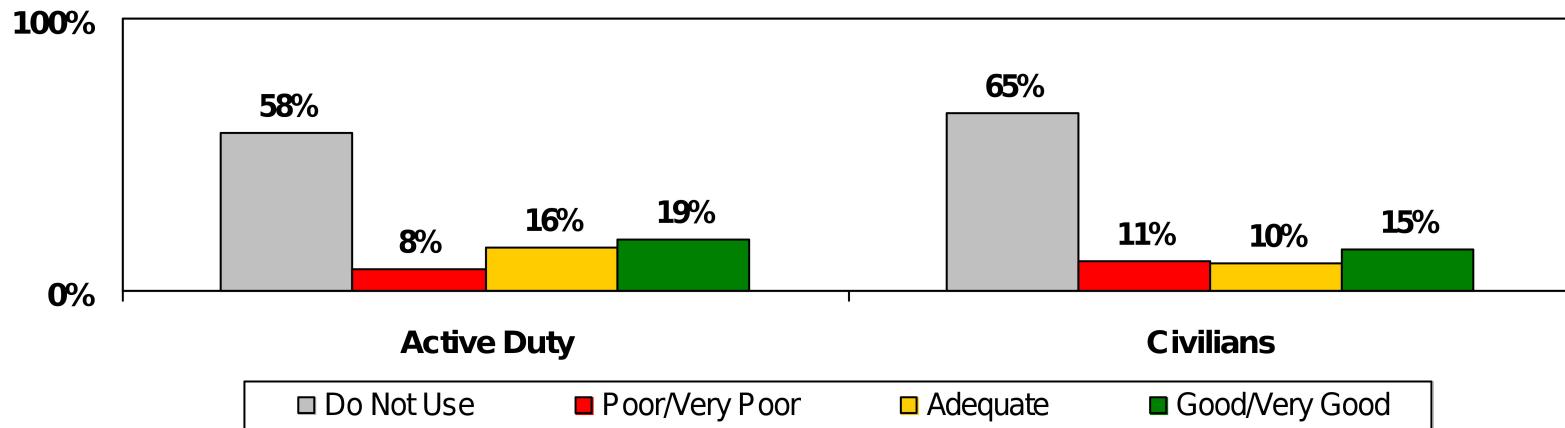
## Quality of Off-Post Services



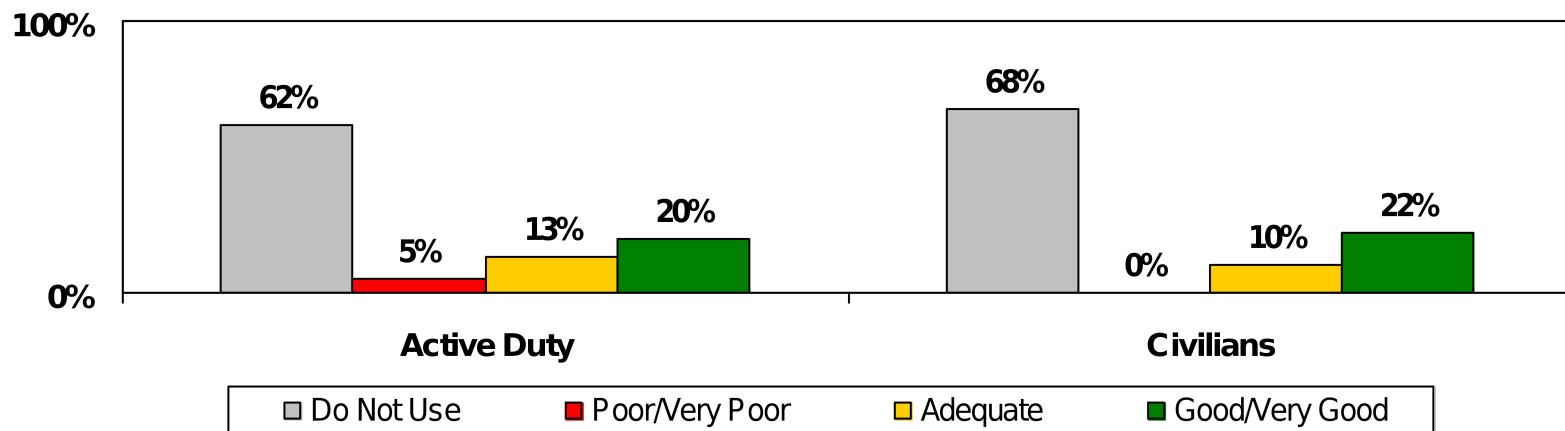
# MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

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## Quality of On-Post Services



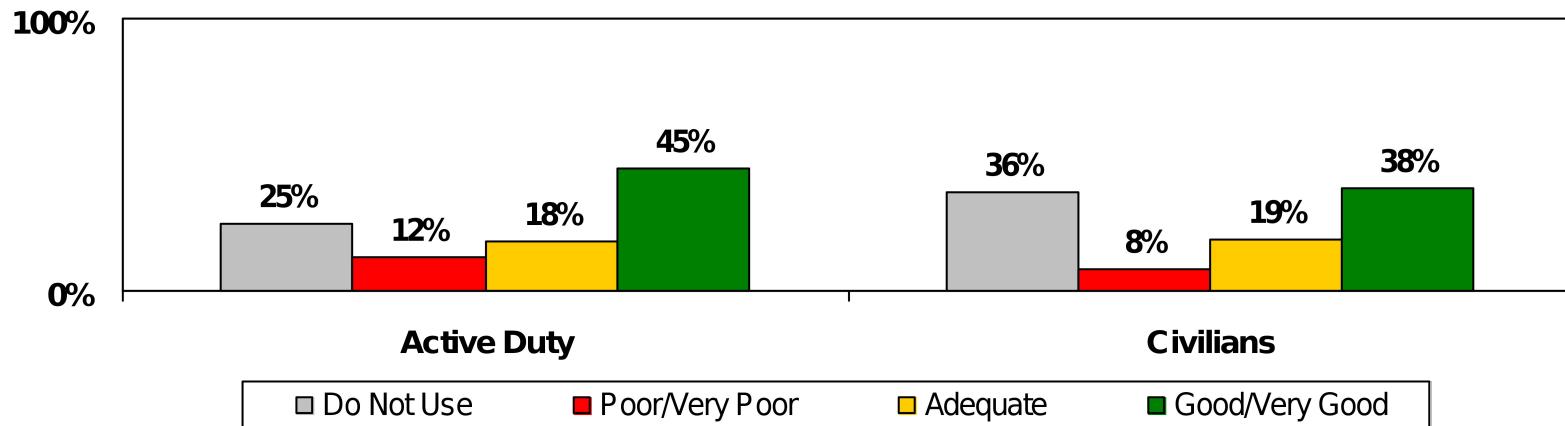
## Quality of Off-Post Services



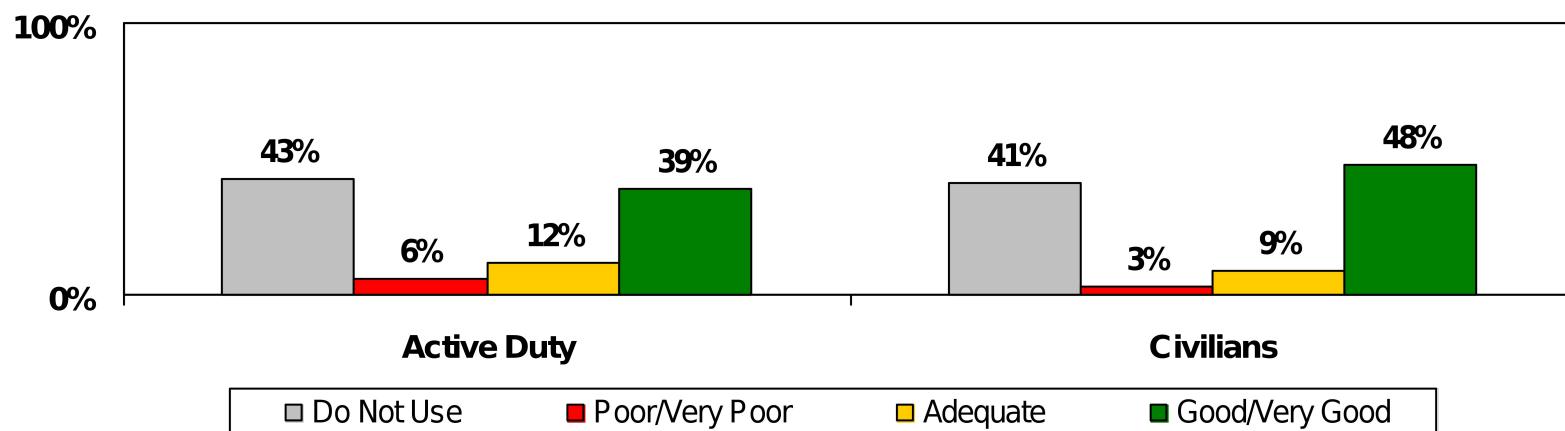
# MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

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## Quality of On-Post Services

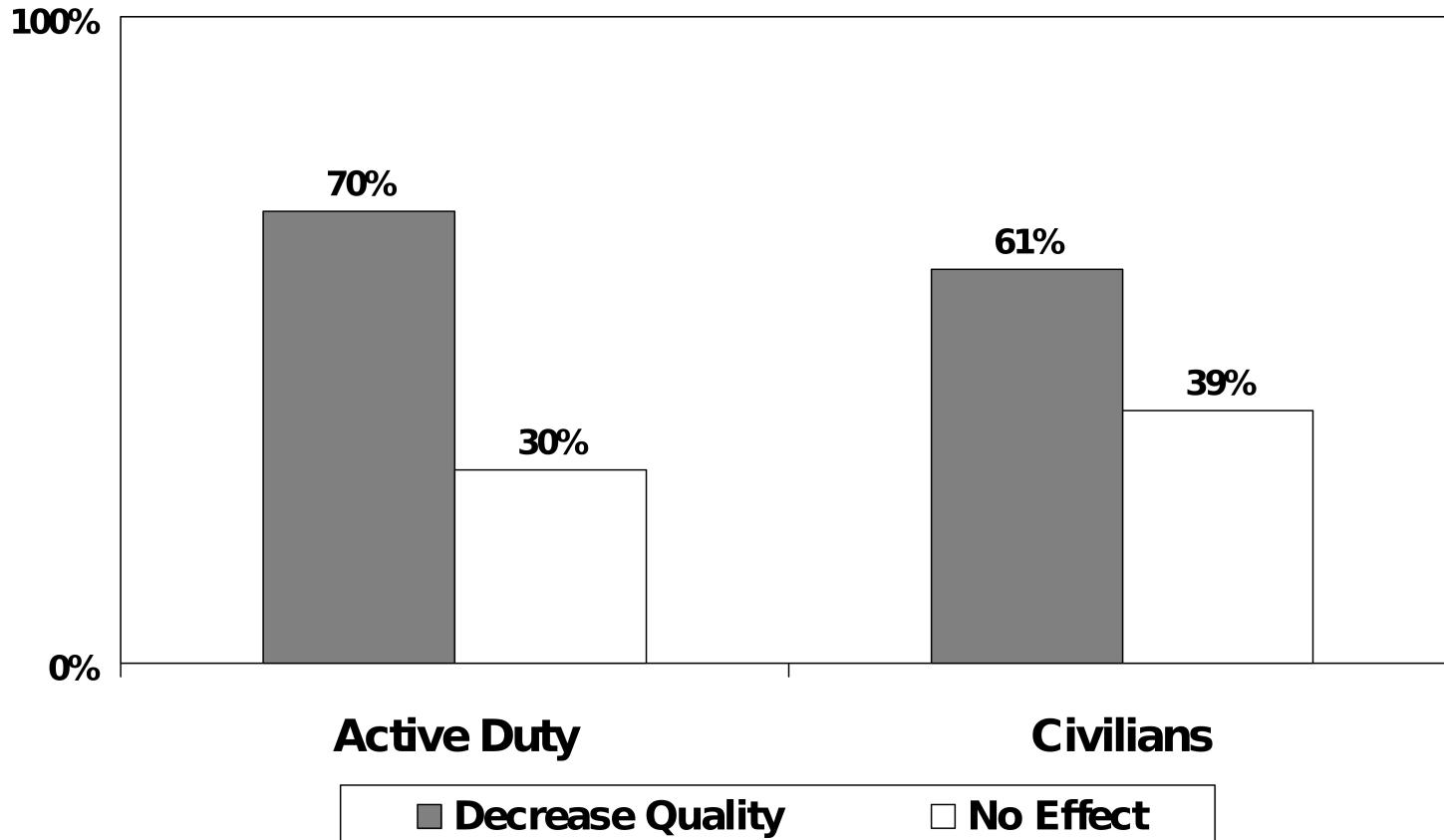


## Quality of Off-Post Services



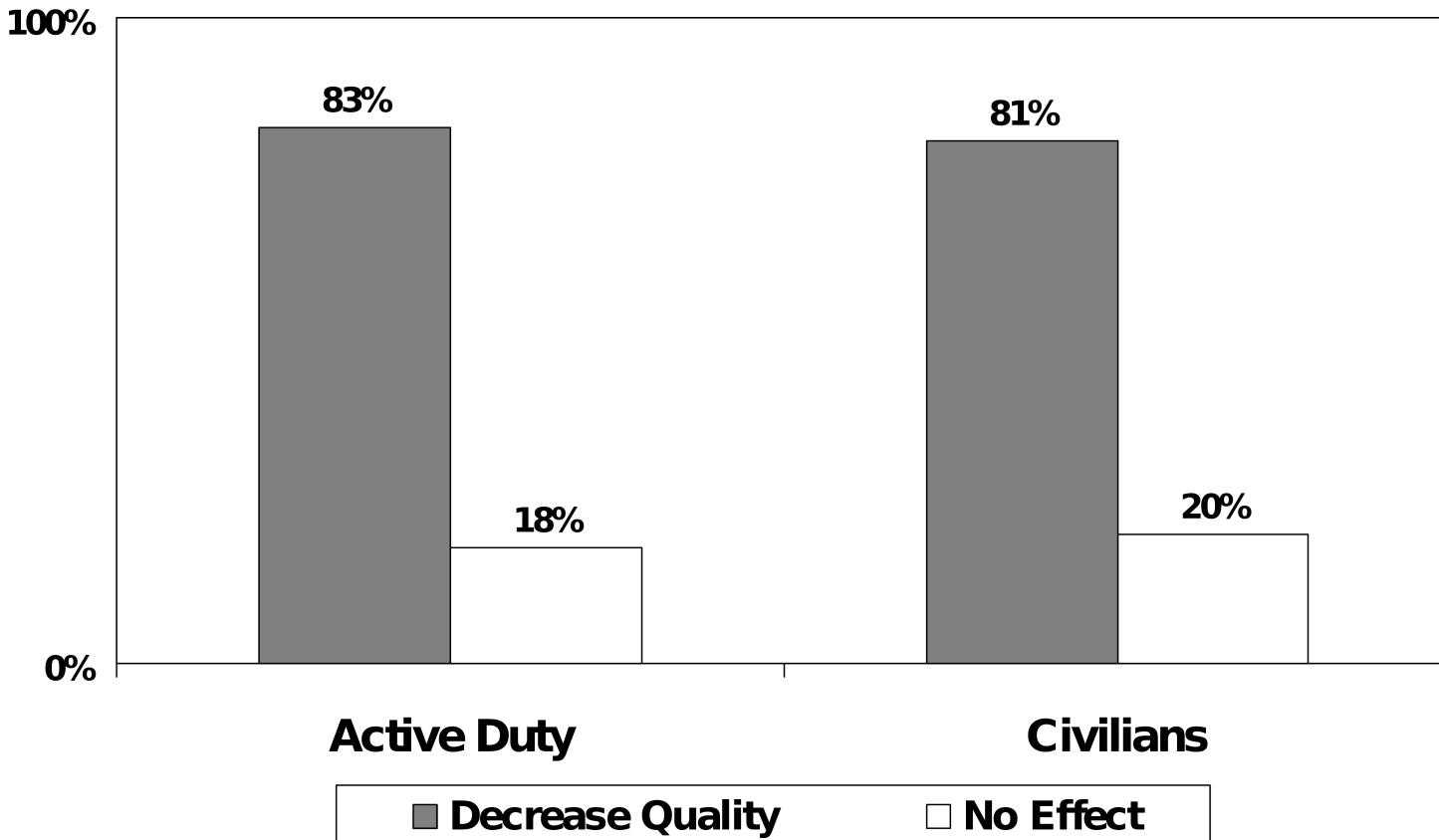
# MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

233<sup>rd</sup> BSB - Darmstadt



# MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

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# MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

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## Top 7 Activities/Programs

Fitness Center/Gymnasium	82%
Library	69%
Army Lodging	57%
Athletic Fields	49%
Child Development Center	48%
BOSS	48%
Bowling Center	46%

Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

RV Park	77%
Golf Course Pro Shop	61%
Golf Course Food & Beverage	57%
Golf Course	57%
Cabins & Campgrounds	54%
Bowling Pro Shop	53%
Arts & Crafts Center	45%

## Bottom 7 Activities/Programs

# MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION\*

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WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	CIVILIANS	TOTAL
Internet	18%	27%	19%
E-mail	24%	43%	26%
Friends and neighbors	<b>40%</b>	41%	<b>41%</b>
Family Readiness Groups (FRGs)	13%	7%	12%
Bulletin boards on post	<b>46%</b>	55%	<b>47%</b>
Post newspaper	36%	<b>65%</b>	40%
MWR publications	26%	49%	29%
Radio	34%	<b>61%</b>	37%
Television	<b>38%</b>	34%	37%
My child(ren) let(s) me know	4%	7%	4%
Other unit members or co-workers	37%	31%	36%
Unit or post commander or supervisor	23%	23%	23%
Marquees/billboards	10%	40%	14%
Flyers	<b>38%</b>	<b>63%</b>	<b>41%</b>
Other	7%	11%	7%
I never hear anything	7%	2%	6%

\*The top 3 sources of MWR information are shaded for each patron group and the total population.

# MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE\*

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MWR PROGRAM/SERVICE	ACTIVE DUTY
Army Child and Youth Services	80%
Better Opportunities for Single Soldiers	49%
Army Community Service	56%
MWR Programs and Services	71%

\* Positive = moderate, great or very great extent

# ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

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ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	63%	80%	20%
Outreach programs	54%	70%	30%
Family Readiness Groups	77%	80%	20%
Relocation Readiness Program	64%	89%	11%
Family Advocacy Program	70%	79%	21%
Crisis intervention	56%	78%	22%
Money management classes, budgeting assistance	72%	77%	23%
Financial counseling, including tax assistance	71%	81%	19%
Consumer information	45%	73%	27%
Employment Readiness Program	56%	69%	31%
Foster child care	40%	61%	39%
Exceptional Family Member Program	60%	71%	29%
Army Family Team Building	58%	77%	23%
Army Family Action Plan	57%	76%	24%

\* Percentage of Active Duty users

# **ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY**

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<b>POSITIVE* ACS IMPACTS</b>	<b>ACTIVE DUTY</b>
Satisfaction with my job	50%
Personal job performance/readiness	53%
Unit cohesion and teamwork	55%
Unit readiness	57%
Relationship with my spouse	47%
Relationship with my children	50%
My family's adjustment to Army life	54%
Family preparedness for deployments	57%
Ability to manage my finances	50%
Feeling that I am part of the military community	52%

\* Positive = moderate, great or very great extent

# CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY

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POSITIVE* CYS IMPACTS	ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	82%
Helps minimize lost duty/work time due to lack of child care/youth services	79%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	65%
Allows me to work outside my home	68%
Allows me to work at home	51%
Offers me an employment opportunity within the CYS program	47%
Allows me/my spouse to better concentrate on my/our job(s)	72%
Provides positive growth and development opportunities for my children	86%

\* Positive = moderate, great or very great extent

# BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

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## POSITIVE IMPACTS ON ACTIVE DUTY

POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	53%
Personal job performance/readiness	53%
Unit cohesion and teamwork	50%
Unit readiness	46%
Ability to manage my finances	44%
Feeling that I am part of the military community	44%
Relationship with my children (single parents)	47%
My family's adjustment to Army life (single parents)	48%
Family preparedness for deployments (single parents)	51%

\* Positive = moderate, great or very great extent

# LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

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## Top 10 Leisure Activities for All Respondents

Internet access (library)	54%
Internet access/applications (home)	48%
Night clubs/lounges	45%
Entertaining guests at home	44%
Reading	42%
Multi-media (videos, DVDs, CDs)	38%
Dancing	37%
Watching TV, videotapes, and DVDs	37%
Reference/research services	32%
Happy/social hour	31%

## Top 5 for Active Duty

Internet access (library)	56%
Night clubs/lounges	46%
Internet access/applications (home)	45%
Reading	42%
Entertaining guests at home	40%

## Top 5 for Civilians

Entertaining guests at home	70%
Internet access/applications (home)	68%
Watching TV, videotapes, and DVDs	60%
Walking	54%
Reading	47%

# LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

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## Team Sports

Softball	23%
Basketball	22%
Touch/flag football	16%
Volleyball	13%
Soccer	11%

## Sports and Fitness

Bowling	27%
Running/jogging	26%
Cardiovascular equipment	25%
Weight/strength training	24%
Walking	18%

## Outdoor Recreation

Bicycle riding/mountain biking	20%
Camping/hiking/backpacking	15%
Paintball	14%
Picnicking	14%
Going to beaches/lakes	13%

## Entertainment

Watching TV, videotapes, and DVDs	37%
Going to movie theaters	28%
Festivals/events	24%
Live entertainment	15%
Billiards/game room/video arcades	15%

## Social

Night clubs/lounges	45%
Entertaining guests at home	44%
Dancing	37%
Happy/social hour	31%
Special family events	23%

## Special Interests

Internet access/applications (home)	48%
Computer games	28%
Automotive maintenance & repair	28%
Automotive detailing/washing	27%
Digital photography	24%

# LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST\*

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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Internet access (library)	54%	N/A	54%
Reading	42%	N/A	42%
Multi-media (videos, DVDs, CDs)	38%	N/A	38%
Reference/research services	32%	N/A	32%
Study/self development	31%	N/A	31%
Bowling	26%	0%	27%
Cardiovascular equipment	24%	1%	25%

\*Top 7 leisure activity preferences ranked by on-post participation.

# LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION\*

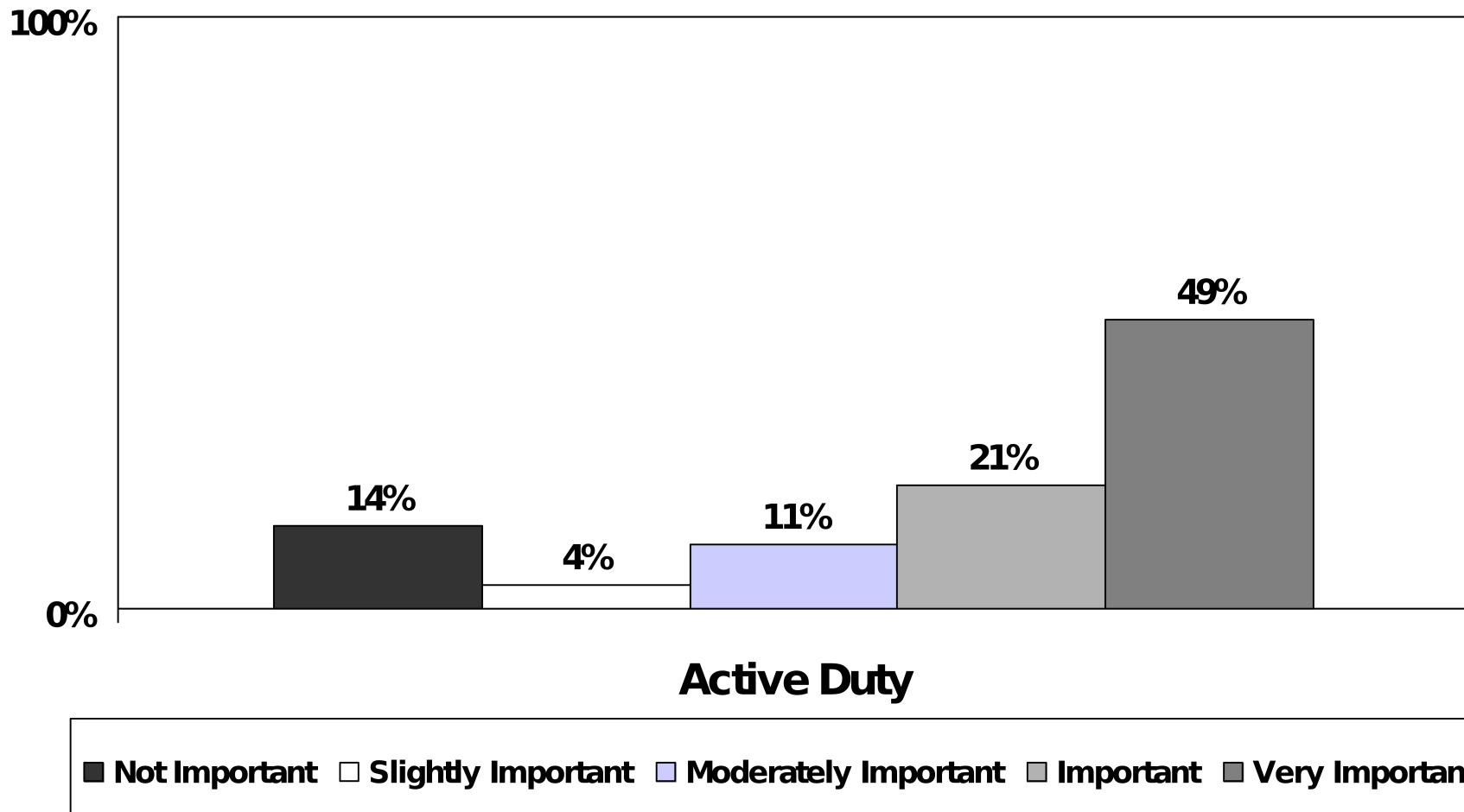
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ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	14%	1%	33%	48%
Computer games	4%	1%	23%	28%
Automotive maintenance & repair	19%	5%	4%	28%
Automotive detailing/washing	18%	6%	4%	27%
Digital photography	3%	8%	12%	24%
Gardening	3%	2%	10%	15%
Trips/touring	3%	10%	0%	13%

\*Top 7 special interest activity preferences ranked by overall participation.

# DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

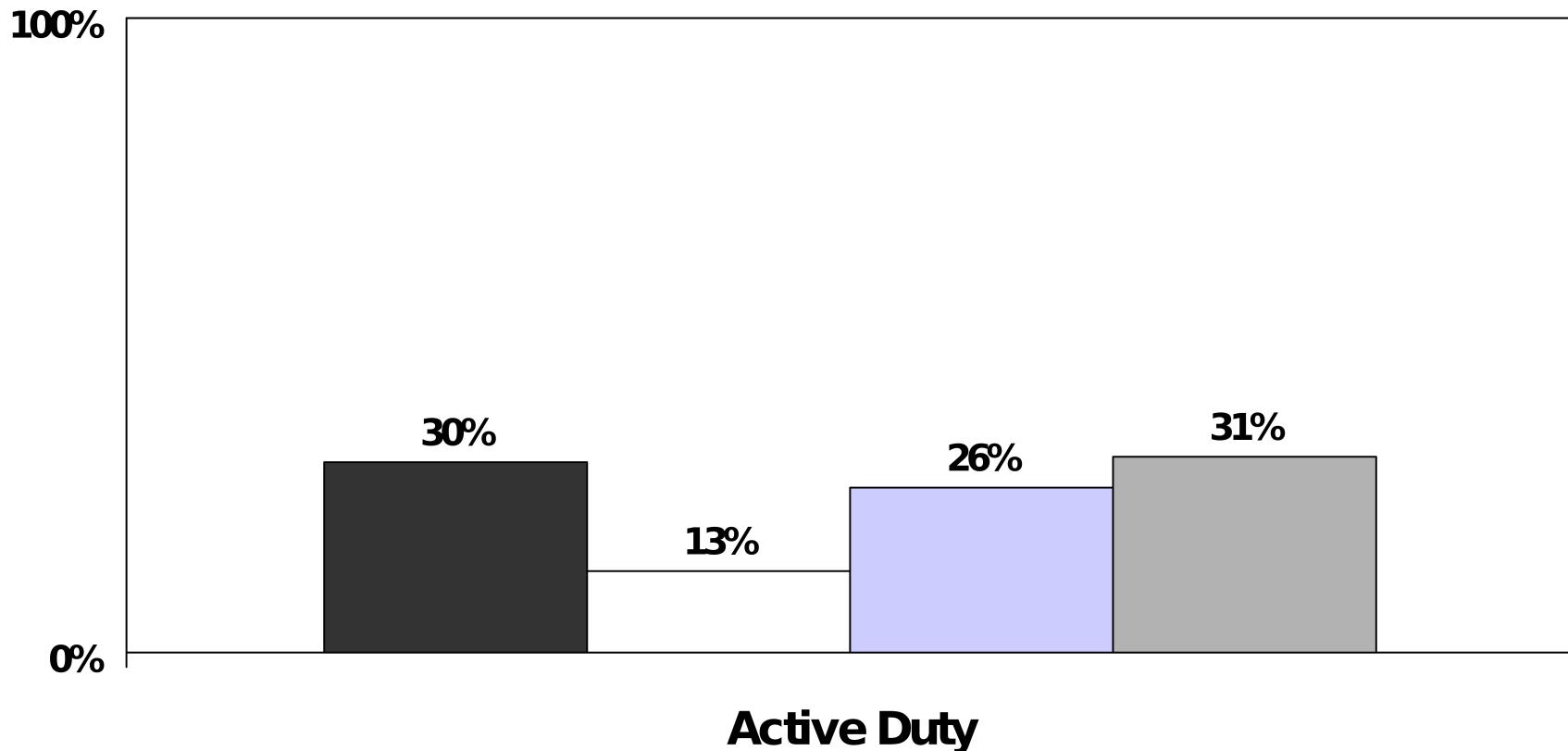
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# DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME

## INSTALLATION

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■ Did Not Use □ Less Than Once Per Month □ 1-3 Times Per Month □ 4 or More Times Per Month

# CAREER INTENTIONS: ACTIVE DUTY

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Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	25%
Probably will not make military a career	10%
Undecided	29%
Probably will make military a career	14%
Definitely will make military a career	21%

# NEXT STEPS

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## □ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

## □ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)